

Message Text

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PAGE 01 BRUSSE 03823 141700Z

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COMMERCE FOR FIELD,OIM/BIC

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TAGS: BEXP,BE

SUBJECT: COUNTRY COMMERCIAL PROGRAM FY 76 THIRD QUARTER REPORT

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REF: CCP BELGIUM FY 1976; BRUSSELS 2859

1. AS NOTED IN PARAGRAPH 3 OF BRUSSELS 2859 CONSUMER GOODS CAMPAIGN HAS HAD TO BE READJUSTED TO MAKE ALLOWANCE FOR OUR INABILITY TO PIN DOWN MAJOR DEPARTMENT STORE ON ORGANIZING AN "IN-STORE PROMOTION". WE ARE NOW DIRECTING OUR ATTENTION TO ORGANIZING SEVERAL SHOPPING STREETS TO PUT ON " AMERICAN WEEKS".

2. OTHER CAMPAIGNS AS MODIFIED ARE ON SCHEDULE. LEVEL OF TRADE OPPORTUNITY REPORTING IS APPROXIMATELY DOUBLE THAT OF PREVIOUS TWO YEARS AND QUALITY IS HIGH.

3. EMBASSY AND CONSULATE GENERAL ANTWERP ARE ENGAGED IN PREPARATIONS FOR HEALTH CARE AND BIOMEDICAL TRADE SEMINAR AND MISSION. OTHER MAJOR PROJECTS IN PREPARATION OR PROJECTED ARE: TWO " JOURNEES DE CONTACT" MAY 5 AND 12 IN GHENT AND MONS RESPECTIVELY; ADDITIONAL " JOURNEES DE CONTACT" LATER IN YEAR; EAST-WEST TRADE SEMINAR
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IN ANTWERP MAY 6; PETROLEUM INDUSTRY CATALOG SHOW ORGANIZED

WITH FEDERATION PETROLIERE BELGE; WATER POLLUTION
CONTROL TRADE MISSION IN SEPTEMBER; INDUSTRIAL AND
COMMERCIAL SECURITY TRADE MISSION; DO-IT-YOURSELF
CATALOG SHOW AT HOBBY '76 TRADE FAIR ON DECEMBER 4-12;
PARTICIPATION IN FRANCHISING '76 SCHEDULED FOR
SEPTEMBER 11-15. HIGHLIGHT OF QUARTER WAS INNOVATIVE
SEMINAR PRESENTATION ON INCENTIVE TRAVEL BY VISIT USA
COMMITTEE.
FIRESTONE

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NNN

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